



SAN JUAN COUNTY TOURISM PROFILE

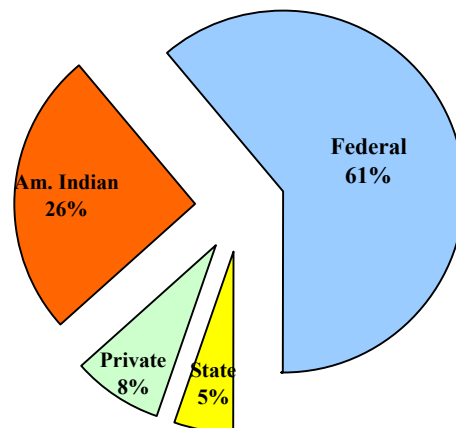
County Indicator	1997	1998	1999	2000	2001(o)	2002(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	14,149	14,339	14,403	14,413	13,630		13,781	1.1%	17
Total Non-Ag Employment	4,106	4,234	4,333	4,035	3,833		3,959	3.3%	18
Non-Ag Avg Monthly Wage	\$1,572	\$1,724	\$1,787	\$1,819	\$1,856		\$1,833	-1.2%	20
Per Capita Income	\$11,634	\$12,416	\$12,406	\$12,349	\$13,108		\$13,220	0.9%	29
Unemployment Rate	8.4%	8.2%	7.9%	9.2%	9.1%		9.3%	0.2%	26
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$43.9	\$44.8	\$45.7	\$43.1	\$37.4	\$21.9	\$21.9	0.0%	18
Travel & Tourism Related Employment	807	829	857	816	744	803	833	3.7%	17
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$914	\$931	\$951	\$897	\$778	\$704	\$708	0.6%	17
Gross Taxable Room Rents	\$8,148	\$8,455	\$8,637	\$8,243	\$7,700		\$7,390	-4.0%	13
Transient Room Tax	\$244.4	\$253.7	\$259.1	\$247.3	\$231.0		\$221.7	-4.0%	13
Restaurant Tax	--	--	--	--	--		--	--	--
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million)	\$79.4	\$102.4	\$96.1	\$89.3	\$87.5		\$88.8	1.5%	22
REGIONAL VISITATION COUNTS									
SR 491 UT/CO Traffic Count	757,375	777,450	813,950	771,975	773,800		792,505	2.4%	
SR 163 UT/AZ Traffic Count	662,475	680,725	707,735	700,800	708,100		742,775	4.9%	
SR 262 UT/CO Traffic Count	518,300	532,900	552,975	547,500	552,975		580,350	5.0%	
SR 191 UT/AZ Traffic Count	383,250	402,230	427,780	412,450	400,040		418,290	4.6%	
Glen Canyon N.R.A.	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031		2,101,775	-10.2%	
Canyonlands N.P.	432,697	436,524	446,160	401,558	368,592		375,549	1.9%	
Monument Valley Navajo Tribal Pa	387,394	376,767	380,322	358,573	270,556		225,000	-16.8%	
Rainbow Bridge N.M.	197,791	195,916	234,550	197,614	189,750		167,736	-11.6%	
Dead Horse Point S.P.	185,122	170,010	207,367	173,680	156,627		164,737	5.2%	
Natural Bridges N.M.	141,573	126,360	129,173	112,573	97,171		109,709	12.9%	
Hovenweep N.M.	24,465	23,699	47,593	43,325	37,421		31,239	-16.5%	
Goosenecks S.P.	5,665	5,736	11,070	33,007	33,265		28,107	-15.5%	
Edge of the Cedars S.P.	22,868	19,808	23,789	22,438	16,459		18,877	14.7%	

Land Ownership - 1999		
	No. of Acres	% Total
Total Acres in County	5,005,561	100.0%
Federal Government	3,054,127	61.0%
BLM	2,076,670	41.5%
US Forest Service	403,623	8.1%
National Recreation Areas	262,260	5.2%
National Parks	265,427	5.3%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	46,146	0.9%
Other*	--	--
State Government	263,650	5.3%
Utah State Parks & Recreation	1,067	0.0%
Utah State Wildlife Reserves	--	--
State Trust Lands	262,582	5.2%
American Indian	1,275,007	25.5%
Private**	412,778	8.2%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



San Juan County Tourism Profile

